

Abstract of Disclosure

Novel point-of-purchase cantilevered deflectable display assemblies, which normally extend transversely into a shopping aisle. Display assemblies which accommodate substitution of one frame-carried form or configuration of advertising for another, which can be radically different, without disconnecting the entire display assembly from its mounting to a molding at a store shelf or like. The advertising frame with which the advertising medium is associated is removably connected to a hanger portion. The hanger portion accommodates the above-mentioned on-site frame and advertisement removal and exchange while the remainder of the display assembly remains in its shelf-mounted or like position. Display assemblies are disclosed which enhance the deflectable nature of the cantilevered distal part of the display assemblies, the manner in which pivoting occurs and is controlled or limited and the way in which the display assemblies are biased toward neutral in the assembled condition.

1998\REYNOLDS\7655.PA